

**APPLE'S MUSIC** 

MILLIONS OF LISTENERS

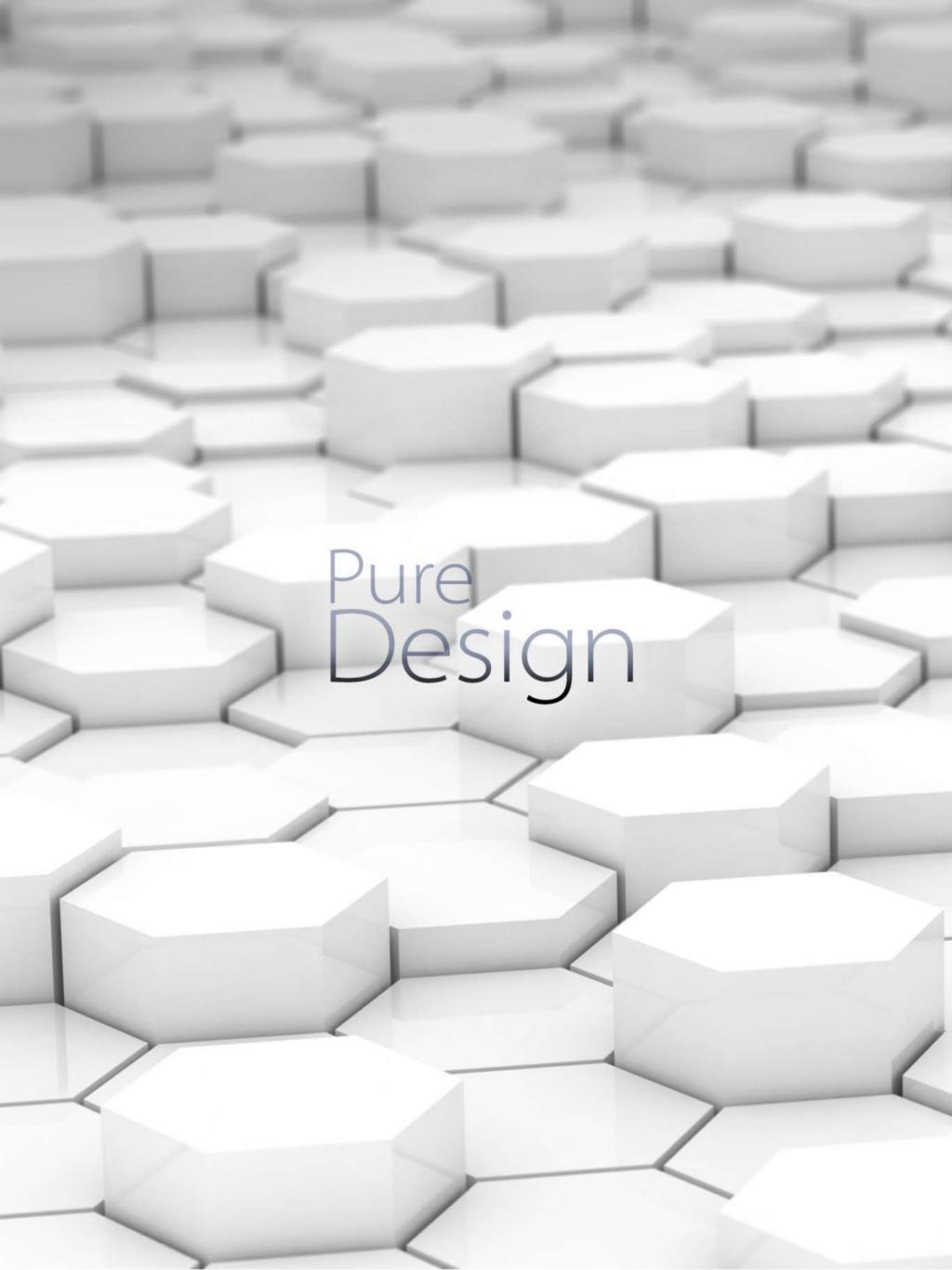
SERVICE LOSING KEY PLAYER AS EXEC RESIGNS

**PARTNERSHIP** 

MOBILE DEVICES

APPLE AIMS TO BOOST SALES WITH CISCO'S HELP









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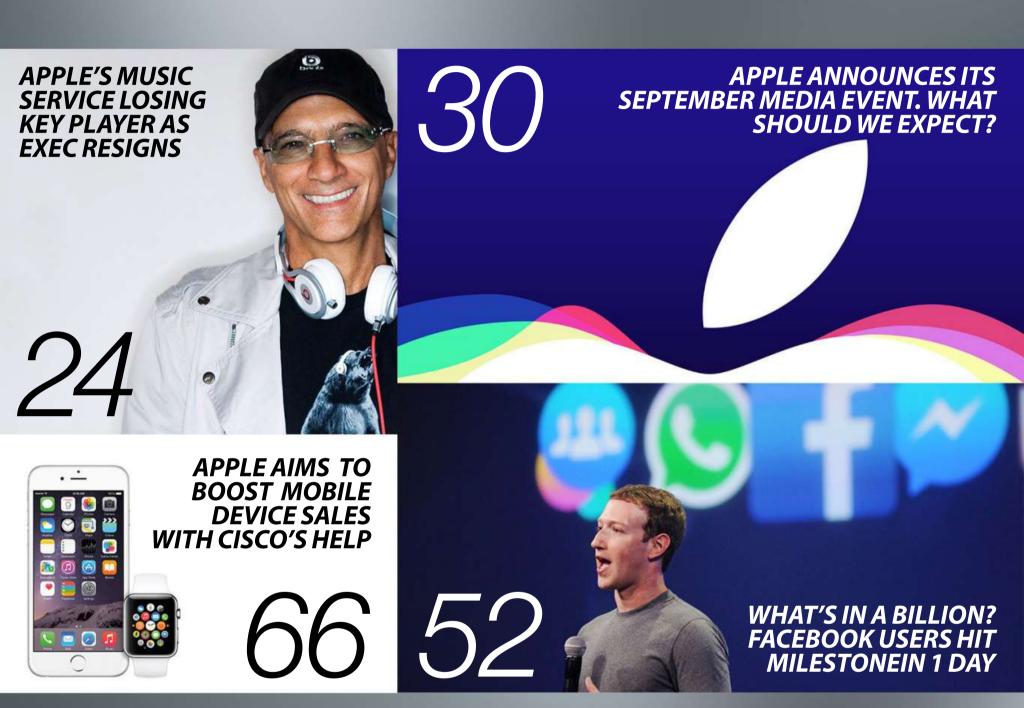


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BATTERY LIFE

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#### NEVV ESTIMATE APPLE SHIPPED 3.6 MILLION VVATCHES LAST QUARTER

A new report estimates Apple shipped 3.6 million watches in the last quarter - more than some analysts have estimated and enough to change the competitive landscape for fitness bands and other wearable gadgets.

Apple shipped enough units of its new smartwatch to nearly overtake market leader FitBit in the last quarter, according to analysts at International Data Corp. Their report warns that traditional fitness bands may be losing popularity to smartwatches and other devices that offer more features.

"People want to get more out of their devices," said IDC's Ramon Llamas in an interview. "It's kind of like the way smartphones overtook basic phones."

Consumer response to the Apple Watch has been the subject of intense speculation since the new gadget went on sale this spring. While Apple is known for making popular gadgets, the watch represents a new category of products for the company. Critics have questioned whether it's useful enough for consumers to need or want one on their wrist.

Apple has not revealed how many watches it has sold at prices that start at \$350, with luxury models selling for \$10,000 or more. After the company issued its last financial report, in which Apple lumped watch sales into a broader category it calls "other products," many analysts estimated Apple sold between 2 million and 3 million watches during the quarter that ended in June.

IDC says it starts with Apple's financial reports but also gathers data from suppliers, distributors and consumers to estimate the number of units shipped by the Cupertino, California, company, not actual retail sales. IDC also tracks shipments of personal computers, smartphones and other computer products. Its reports on those products, along with estimates from rival research firm Gartner, are widely cited in the industry.

While the IDC figure for the Apple Watch is higher than other recent estimates, it's still lower than many projections made before Apple started selling the watch in late April. IDC had initially forecast Apple would ship about 22 million watches during the calendar year. Llamas said that now seems unlikely.

Still, he said Apple's clout in the marketplace will influence other makers of wearable gadgets. Over the next few years, IDC predicts,











basic fitness bands will lose ground to "smart" devices that come with a variety of apps and Internet services. That includes the Apple Watch and other smartwatches that use competing software from Google or other companies.

IDC estimates FitBit led the wearable industry by shipping 4.4 million fitness bands in the second quarter. After Apple, IDC said other market leaders include China's Xiaomi, with 3.1 million units shipped; Garmin, with 700,000 units and Samsung with 600,000 units. Counting other manufacturers, IDC estimated 18.1 million wearable gadgets were shipped in the quarter.



#### PENTAGON FUNDING NEVV HIGH-TECH VENTURE

Defense Secretary Ash Carter announced Friday that the Pentagon is funding a new venture to develop cutting-edge electronics and sensors that can flex and stretch and could be built into clothing or the skins of ships and aircraft.

The high-tech investment could lead to wearable health monitors that could be built into military uniforms or used to assist the elderly. Or it could foster thin, bendable sensors that could be tucked into cracks or crevices on weapons, ships or bridges where bulky wiring could never fit. The sensors could telegraph structural problems or trigger repair alerts.

Speaking to business leaders and others at NASA's Ames Research Center, Carter acknowledged the challenges of improving ties with a tech industry that is often wary, distrustful and frustrated with the government.









Because the two sides have different missions and different perspectives, "sometimes we disagree. And I think that's okay," he said. "Addressing disagreements through partnership is better than not speaking at all."

He told the Silicon Valley leaders that he is "here to engage."

Under the new plan, the Pentagon will provide \$75 million and the industry, academia and local government will contribute \$96 million over five years to a newly created high-tech innovation institute.

The consortium, called the Flexible Hybrid Electronic Institute, will be led by Californiabased FlexTech Alliance and be made up of 162 companies, universities and other groups.

Carter laid out the details in his speech Friday in California's Silicon Valley. This is Carter's second trip to the technology hub in four months, as he works to get the Defense Department to increasingly tap into the region's high-tech expertise and workforce.

"Given what we've already done, there's truly no limit to what we can achieve together," said Carter. "That's why I've been pushing the Pentagon to think outside our five-sided box, and invest in innovation here in Silicon Valley and in tech communities across the country."

He said the flexible electronics have enormous potential for the military, even though "we don't know all the applications this new technology will make possible - that's the remarkable thing about innovation."

But he pointed to the potential to give wounded warriors smart prosthetics that could have the





full flexibility of human skin or commercial applications that could improve diagnostic X-rays to make breast cancer tests more accurate and less painful.

During his first trip to Silicon Valley in April,
Carter launched a new program called Defense
Innovation Unit-Experimental aimed at scouting
out promising emerging technologies and
beefing up the Pentagon's ability to work with
high-tech firms. Later on Friday he will visit the
unit's new office.

One of Carter's much-repeated goals is to build better relations with high-tech industry in order to better equip the military force of the future.

According to a senior defense official, using such partnerships allows the department to pursue technologies it might not otherwise be able to invest in. And officials are making a strategic bet that the innovations that spring from the projects would also have commercial uses. The official was not authorized to discuss the issue prior to public release so spoke on condition of anonymity.

"For those interested in foreign policy and national security, there are lots of interesting challenges and problems to work on," said Carter in another speech excerpt. "And that's also true for those interested in technology. But the intersection of the two is an opportunity-rich environment."

According to the Pentagon, flexible hybrid electronics manufacturing is an innovative process at the intersection of the electronics industry and the high-precision printing industry. It can create light-weight sensors that can conform to the curves of the human body or stretch across the structure of an object.

The winning consortium includes major companies like Apple, United Technologies and Hewlett Packard with others that can embed these flexible, bendable electronics into everything from medical devices to supersonic jets.

This project is the seventh such private-public partnership to be announced by the Obama administration. Six are led by the Defense Department and this one will be managed by the Air Force Research Laboratory.

Earlier this month Vice President Joe Biden unveiled one focused on photonics research in Rochester, N.Y., while others included a 3D printing technology hub in Youngstown, Ohio and an advanced materials center in Knoxville, Tennessee, Biden's office said.







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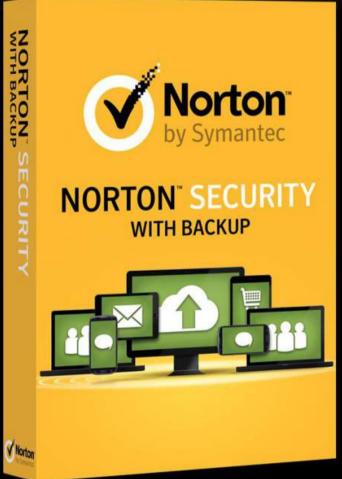
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#### APPLE'S MUSIC SERVICE LOSING KEY PLAYER AS EXEC RESIGNS

Apple's online music subscription service is losing a key player as millions of listeners near the end of a free three-month trial period that has drawn mixed reviews.

lan Rogers, part of a team acquired last year, is leaving Apple to take a job at an unidentified company in Europe. Apple confirmed Rogers' departure Friday without providing additional details.

Apple's \$3 billion acquisition of Beats last year was driven in large part by the iPhone maker's desire to draw upon the musical chops of Rogers, longtime recording executive Jimmy lovine and hip hop artist Dr. Dre. Both lovine and Dr. Dre, whose real name is Andre Young, remain with Apple.

Rogers got his start running a fan website for the Beastie Boys in the 1990s and later became involved in various musical endeavors that tried to blend tunes with the latest in technology. He had been CEO of Beats Music at the time of the Apple acquisition.





After working with the Beats team, Apple launched its music streaming service in late June to compete with more established rivals such as Spotify and Pandora. Rogers had been overseeing Apple's online radio stations, including Beats 1, that will remain free even after people have to start paying to use most of the company's music service.

Apple Inc. says 11 million people have tried its music service during its trial period. In contrast, Spotify boasts 75 million users, including 20 million subscribers to a more sophisticated, adfree version of its service.

Music streaming services that charge monthly fees or play ads are becoming increasingly popular as people gravitate away from digital stores, such as Apple's iTunes, that sell entire albums or individual songs that can be stored on devices. The shift is the main reason that Apple decided to build its own streaming service with a library of more than 30 million songs.

Since its debut, Apple's music service has been criticized for being too complicated to use and for having trouble customizing suitable song recommendations for the individual tastes of different listeners. Analysts believe the true test of the service's staying power will come after listeners' free trial period ends.

That expiration will occur in October for people who activated the service within the first few days that it was available. After the trial period ends, Apple will charge \$10 per month for individuals and \$15 per month for a family plan that gives up to six people unlimited access to the music library.





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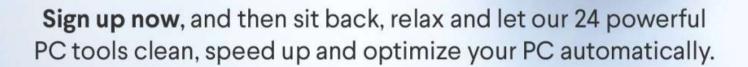
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# Apple announces its September media event. What should we expect?

Rumors about the new iPhone 6S and 6S Plus



During an otherwise relatively quiet day in the world of tech, Thursday August 27, Apple broke the news that much of the tech press had been expecting imminently: it was to hold a **special**, **invite-only event at the Bill Graham Civic Auditorium in San Francisco on Wednesday September 9**. Invites sent out to the media were shrouded in the kind of secrecy at which Apple has become a dab hand, the graphic showing, on a blue backdrop, just part of an Apple logo and the words "Hey Siri, give us a hint."

Of everything that Apple is expected to unveil at the event, likely to draw the most gasps of awe and grab the most press headlines are, of course, the long-rumored two new iPhones: the iPhone 6S and iPhone 6S Plus. Following abundant leaks of details and images, we could already know most of the major features of these handsets before Apple boss Tim Cook even takes to the stage. So, what should we expect him to say about these new iPhones - and what other big announcements could Apple make on the day? Below, we gather together many of the biggest rumors.

#### WHY IT'S CRUCIAL FOR APPLE TO GET THE NEXT IPHONES RIGHT

Despite the significant strides that Apple has made into many distinct projects over the years, including mobile music players, tablets and television and the company remains financially hugely reliant on one product line above all: the iPhone. In Apple's most recent financial quarter, its revenue totalled \$49.6 billion, of which \$31.3 billion - that's about 63% - came



### "Hey Siri, give us a hint."

Join us here on September 9 at 10 a.m. PDT to watch the keynote live.



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**from iPhone sales**. Hence, it is with the iPhone especially that Apple cannot afford to stumble.

This situation likely partly explains why, for the new iPhones, Apple has not brought in huge changes that could tamper with a proven winning formula. Nonetheless, what changes the company will bring should be appreciated by many of the millions of people across the world who rushed to preorder the iPhone 6 and 6 Plus last year. Many features of those phones - including the screen sizes of 4.7-inch and 5.5-inch and general shape and design - will apparently remain integral to the iPhone 6S and 6S Plus.

#### EXCITING CHANGES ARE AHEAD WITH THE IPHONE 6S AND 6S PLUS

Of the supposed features to debut on iPhones with the 6S and 6S Plus models, the one that has attracted most attention is arguably Force Touch. This technology, which enables displays to discern the difference between a light touch and a firm press, is already present on the Apple Watch, but will be put to very different purposes on the new iPhones.

Last month, 9to5Mac cited sources revealing that the technology should make activating a range of familiar functions much speedier. One of these sources reported "consistent usage of Force Touch across the operating system to 'shortcut' actions". Examples of this described by the source include pressing on a location just once in the Maps app to bring up directions for traveling, and pressing deeply on the Phone app icon to be sent straight to the Voicemail tab.

Despite such enticing functions, **9to5Mac's**Jeremy Horwitz has ridiculed suggestions
that Force Touch will be the iPhone 6S's

"signature feature". He has pointed out that,
the iPad Mini 3 aside, "Apple never releases
new devices with only one new feature to hook
customers" - and this newly-added pressure
sensitivity is "just one of fifty little tweaks that
the new iPhones will use to make their overall
user experience better in ways that may or
may not be completely obvious to users". We
reckon that, along with a beefier processor,
significantly-enhanced front and rear
cameras seem inevitable.

#### A HUGE VENUE FOR A HUGE EVENT?

More than probably any other previous venue for the launch of Apple products, the size of the Bill Graham Civic Auditorium hints at what could be shown off on the day. This theater has a maximum capacity of 7,000 - making it a much more spacious building than Apple typically books for a product launch event.



### I WANT MY, I WANT MY, I WANT MY APPLETV

TechCrunch's Matthew Panzarino has brought together, from multiple sources, many details about the upcoming fourth generation Apple TV - including that it will run on Apple's A8 chip, allowing for a revamped interface significantly easing navigation through a huge amount of exciting televisual content. Panzarino further hints at the considerable as-yet-unrealized potential of the A8 chip for the Apple TV, implying that it could drive development of better quality A8-reliant apps.

For September 9, Panzarino has put forward the likelihood of demos of "content apps, games, and broadcast companies" - basically, apps that would suit the venue's "fixed, but large and participatory" layout. His mention of games seems especially apt, given his further





reporting that the new Apple TV will come with a new remote capable of serving as a "game controller with a microphone, physical buttons, a touchpad and motion sensitive". This could open up many fresh possibilities for innovative gameplay.

9to5Mac has since made public further leaked details about the new Apple TV. Mark Gurman has said that the new set-top box's pricing should start at \$149 or \$199, subject to finalization by Apple executives. Intriguingly, though Gurman has specified, in line with numerous previous reports, that the new Apple TV will officially debut on September 9, he also claims that it is on course to hit the market in October. This certainly strengthens the credibility of stories that additions to another, more well-known Apple product line will make their first appearances on September 9, too...





### THE MYSTERIES OF THE ELUSIVE "iPAD PRO" AND POSSIBLY ABSENT IPAD AIR 3

Since 2012, Apple has routinely unveiled new iPads in October, the month after it announces new iPhones and when the tablets get their retail release. However, this year could see a change; BuzzFeed's John Paczkowski, who has a good record of predicting the dates of Apple product launches and provided the first reliable, in-depth report about the upcoming September 9 event, has mentioned that new iPads are likely to also appear there.

However, this part of his report should still be treat cautiously. Paczkowski remained uncertain about whether the long-rumored 12.9-inch "iPad Pro" would appear, and evidence from the supply chain has suggested Apple is not preparing an iPad Air 3 for this fall. This leaves just the rumored new iPad Mini, which could more plausibly be revealed in September, considering that Apple's upstream supply chain has reportedly recently been preparing components for this small form tablet.







#### APPLE, IF MUSIC BETHE FOOD OF LOVE...

So, two new iPhones and a whole new, significantly improved Apple TV, the latter the basis of demonstration units showing the plentiful different types of TV programs, apps and games on offer, look very likely for September 9. New iPad models are probable for reveals, and announcements of all of the above would surely take up most of the running time. As the venue is very much a concert space, a big name music act to wrap up the whole event, akin to U2 last year, is also a safe bet. **Dr. Dre or Taylor Swift, anyone?** 

by Benjamin Kerry & Gavin Lenaghan







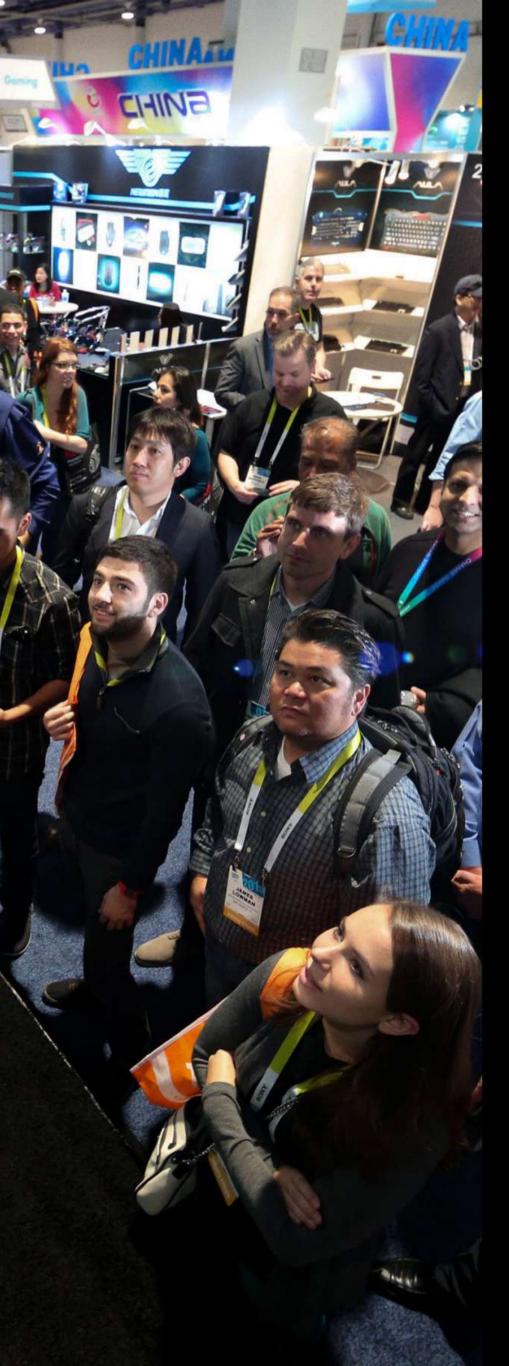
## AT A VIRTUAL REALITY EXPO, VR COMES IN MANY FORMS

A few inches above the floor, a man is suspended from a swing-like apparatus pretending he's flying over a mountain. Around the corner, a woman is defending herself against a horde of zombies with a make-believe gun. Several feet away, two guys are seemingly racing in cars over 100 mph while both sit still.

They're each, in their own way, experiencing virtual reality.

At the third annual VRLA, a gathering of VR creators and enthusiasts in Southern California, the immersive technology transported more than 2,000 attendees beyond the walls of the Los Angeles Convention Center to other countries, worlds and dimensions.





A few lines to try some of the VR experiences at the one-day event required wait times of over an hour inside the laser-and-smoke-filled concourse hall.

"It really feels like the momentum has shifted," VRLA co-founder Cosmo Scharf told the sold-out crowd at the beginning of the day. "More people care about VR today than ever before."

Scharf said there are currently 733 VR companies in the U.S. and VR startups have raised more than \$800 million in funding since 2010.

While VR on smartphones is now available with headsets like Google Cardboard, Samsung Gear VR and Noon VR, regular folks interested in higher fidelity and more interactive experiences must experiment with them in person at events such as VRLA - that is, until higher-powered systems are released to consumers over the course of the next year.

Sony and Oculus VR, which is owned by Facebook, plan to launch retail editions of their VR headsets in early 2016, while Valve and HTC are expected to release their Vive system later this year.

"I really wanted to see what all the companies are coming up with," said Seyed Mousavi, a University of Southern California student who attended VRLA. "I heard the HTC Vive is amazing. I haven't had a chance to try it."

The irony of gathering potential consumers in the real world to experience virtual ones isn't lost on those in the VR business.

"The biggest marketing challenge facing the whole virtual reality industry is that you can't experience VR until you experience VR," said Ivan Blaustein, director of product integration at VRcade. "That's why an event like this is important for us."

VRcade, a wireless multiplayer VR system not intended for home use, was the most popular exhibitor at Saturday's event. VRLA attendees tried out the system in a 30-by-30 foot space. The company is currently testing VRcade at a Dave and Buster's location in Milpitas, Calif.

"I think there's room for all types of VR," said Blaustein. "There are compelling experiences you can have at home, but there's always going to be limitations. With our system, there's a dedicated space and no wire. You won't have to move your couch or kick your cat out of the way."

#### Online:

http://www.virtualrealityla.com







WHAT'S IN A
BILLION?
FACEBOOK USERS
HIT MILESTONE
IN 1 DAY

A billion people logged in to Facebook on a single day this week, marking the first time that many members used the world's largest online social network in a 24-hour period. The number amounts to one-seventh of the Earth's population.

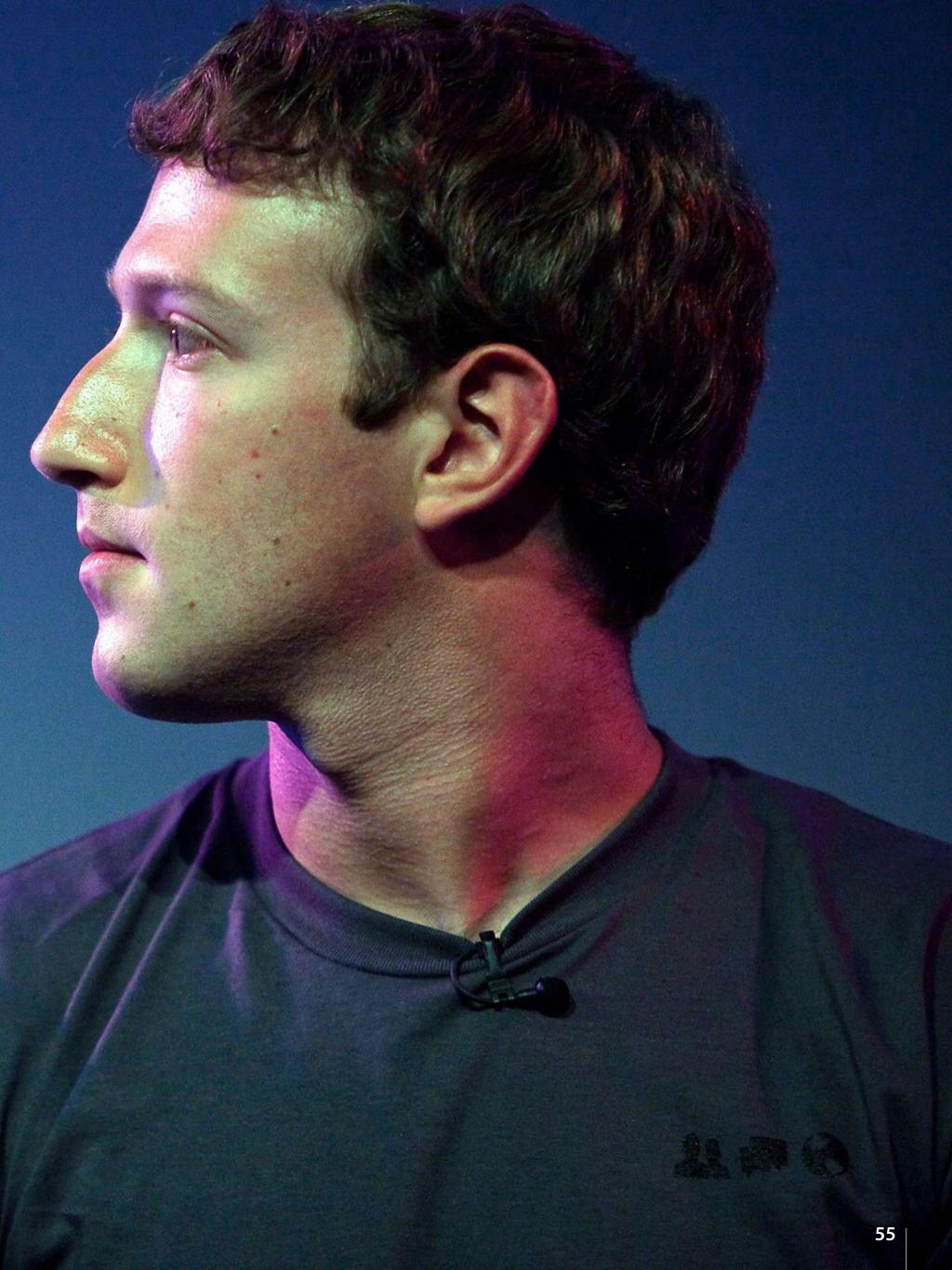
Monday's milestone was mostly symbolic for Facebook, which boasts nearly 1.5 billion users who log in at least once a month. But CEO Mark Zuckerberg, who founded the network in his Harvard dorm room 11 years ago, reflected on the occasion with a post.

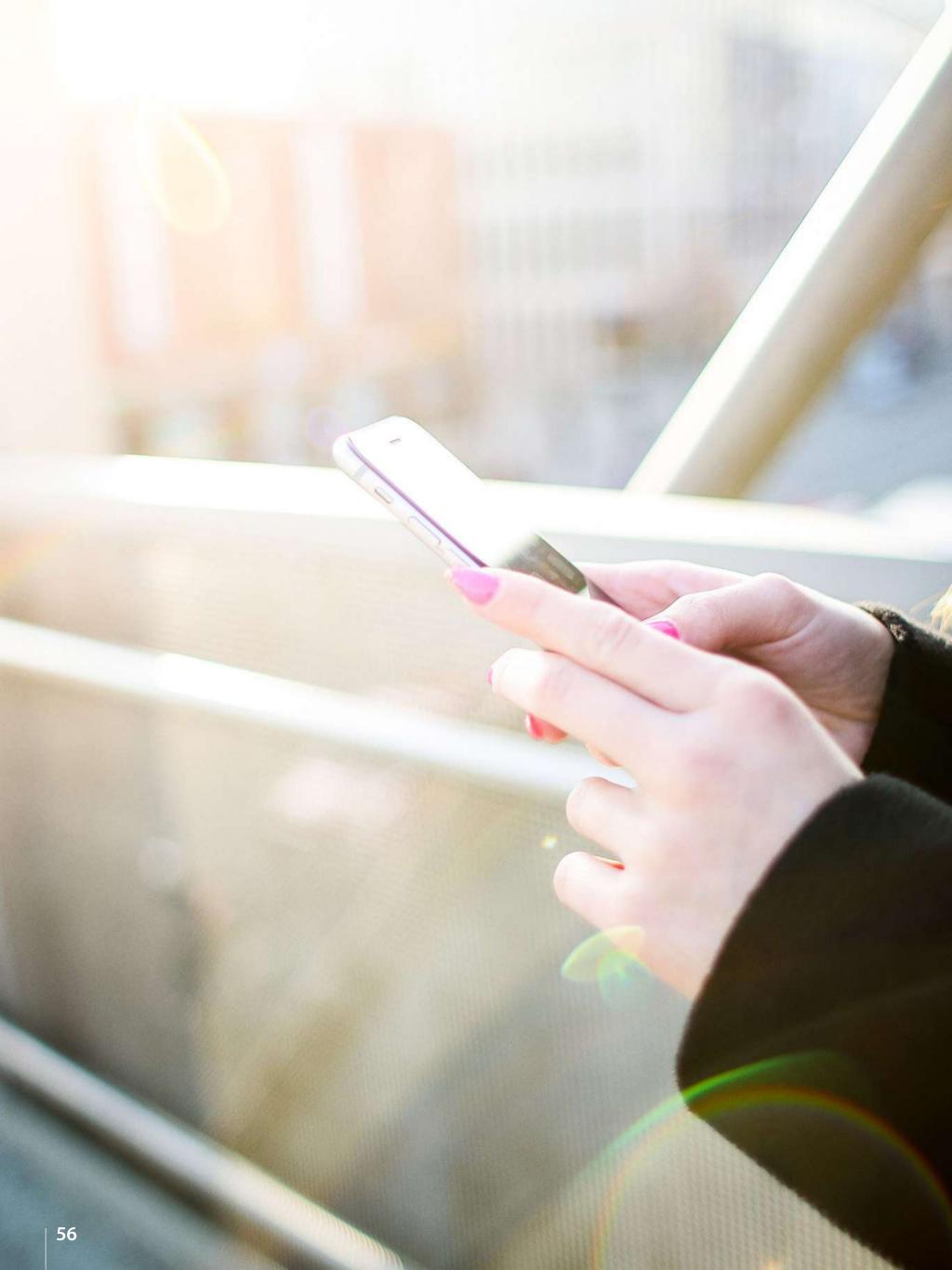
"I'm so proud of our community for the progress we've made," he wrote. "Our community stands for giving every person a voice, for promoting understanding and for including everyone in the opportunities of our modern world."

Facebook achieved 1 billion overall users in 2012, but this week's milestone is perhaps more significant. It means the social network has become an essential service in many of our lives, a sort of online connective tissue that binds us to friends, family and even strangers who find themselves in similar circumstances. We need it daily, or more.

Facebook has long sought to connect everyone in the world with its service. A lofty goal, it's not so different from the three other tech superpowers that are changing commerce, communication and worming their way into every part of our lives. Apple has its gadgets, Amazon delivers our every physical need and Google, well, when was the last time you went a day without Google?









(Google, incidentally, receives an average of 100 billion search requests per day, which makes it likely that more than a billion people use it daily.)

Most of the billion people who logged in to Facebook on Monday were outside the U.S. and Canada. Of Facebook's overall users, more than 83 percent come from other countries. In a video posted Thursday, Sheryl Sandberg, Facebook's chief operating officer, mulled what a billion really means.

"Look closely, and you'll see more than a number," she said in the video, a montage showing Facebook users' photos, posts and videos from all over the world. "It's moms and little brothers and cousins and cousins of cousins. There's Sam, Dante, Ingrid and Lawrence. It's camping trips, religion ... there's likes, loves and unfortunately still some hate. Look past the number. You'll find friendships."

As it grows, Facebook's next billions of members will likely come from outside the U.S., from India, South America, Africa and perhaps even China, where the site is officially blocked.

To help expand its flock, Facebook has been working to make its service easier to use on the basic, old-fashioned phones used in many parts of the world. It's also working to get Internet access to the roughly two-thirds of the world's population that is not yet connected - or about 5 billion people.

Two years ago, Facebook launched Internet.org, a partnership with other tech giants that aims to improve Internet connectivity around the world. The group's plans include developing cheaper smartphones and tools that would reduce the amount of data required to run apps, as well as



working with telecommunications companies to provide basic, free Internet services. The effort has received some criticism for putting Facebook in the position of Internet "gatekeeper," deciding what sites people can access and going against the spirit of "net neutrality."

Zuckerberg disagreed.

"Net neutrality ensures network operators don't discriminate by limiting access to services you want to use. It's an essential part of the open Internet, and we are fully committed to it," he wrote in April. "To give more people access to the Internet, it is useful to offer some service for free. If someone can't afford to pay for connectivity, it is always better to have some access than none at all."

## TVVITTER SETS MODEST GOALS TO DIVERSITY ITS VVORKFORCE

Twitter is setting modest goals to diversify its workforce while it fights a proposed class-action lawsuit that says the online messaging service discriminates against its female employees.

The hiring targets were released Friday along with data showing that Twitter primarily employs white and Asian men in high-paying technology jobs, like most of its industry peers.

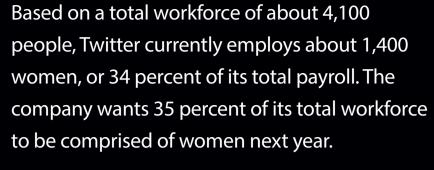
Twitter is aiming to fill 16 percent of its technology jobs with a woman next year, up from 13 percent currently. The San Francisco company also wants women to make up 25 percent of its leadership roles, from 22 percent now, and is promising to hire more blacks and Hispanics.

Former Twitter engineer Tina Huang filed a lawsuit in March attacking the company's treatment of women. The complaint says Twitter has a history of bypassing qualified women for promotions. Twitter has denied the allegations.









"We're holding ourselves accountable to these measurable goals, as should you," Twitter executive Janet Van Huysse wrote in a blog post.

Other major technology companies, including Google, Facebook and Apple, also are trying to lessen their long-time dependence on white and Asian men to fill programming jobs that typically pay \$100,000 to \$300,000.

Unlike Twitter, not all tech companies have established a concrete number of women, blacks and Hispanics that they are hoping to employ, nor when their workforce might look more like the overall population.







The composition of most big tech employers didn't significantly change in the first year since they began acknowledging their diversity problems under pressure from a coalition led by civil rights leader Jesse Jackson.

Twitter has other pressing issues besides addressing a lack of worker diversity. The company still isn't making money more than nine years since its first tweet was sent and is still looking for a new CEO to accelerate its user growth. Co-founder Jack Dorsey has been serving as interim CEO since Dick Costolo stepped down from the top job in July.

Meanwhile, Twitter's stock has shed nearly half its value during the past four months as investors have lost faith in the company. The shares gained 37 cents Friday to close at \$26.83, slightly above its initial public offering price of \$26 in November 2013.

#### Online:

Twitter's diversity goals: https://blog.twitter.com/2015/we-re-committing-to-a-more-diverse-twitter

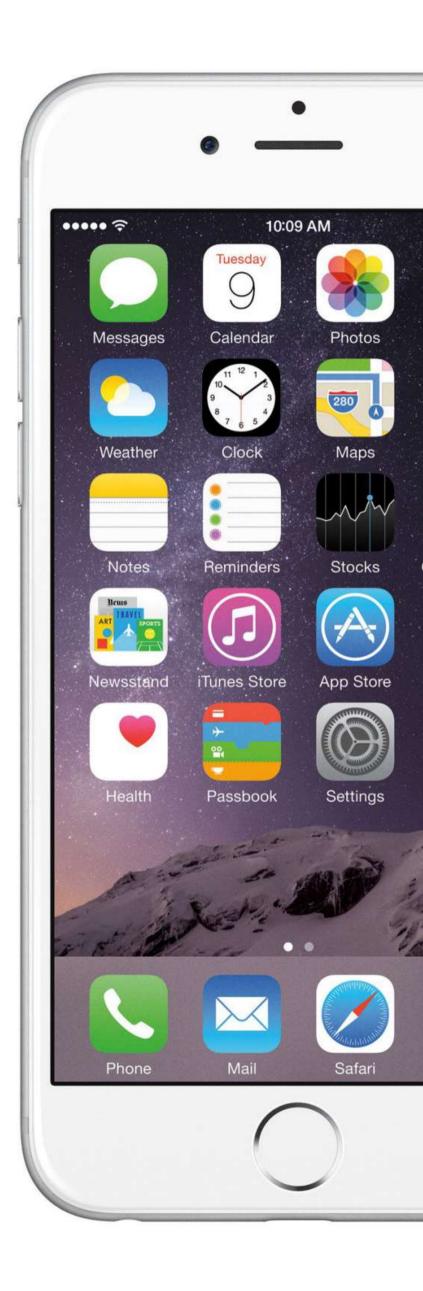
## APPLE AIMS TO BOOST MOBILE DEVICE SALES WITH CISCO'S HELP

Apple is leaning on Cisco Systems' Internet networking expertise in its latest attempt to sell more iPhones and iPads to corporate customers.

The alliance announced Monday calls for Cisco to ensure that corporate Internet connections relying on its gear deliver content quickly and securely to iPhones and iPads. Cisco will also help Apple develop ways for iPhones to interact more smoothly with workers' office phones.

Financial terms of the partnership weren't disclosed.

This is the second time in two years that Apple has teamed up with a major technology company that focuses on business customers. Apple joined forces with IBM Corp. 13 months ago to build and sell business applications for the iPhone and iPad.









The aggressive push into the corporate market is part of Apple's strategy to reverse a slump in the iPad. Sales of the pioneering tablet have fallen from the previous year in six consecutive quarters, reflecting competition from less expensive alternatives and consumers' aversion to upgrading to the latest iPads as frequently as they have with new versions of the iPhone.

Apple Inc. is hoping to spur more sales of the iPad by making the tablet more useful for businesses. The Cupertino, California, company also wants to expand the appeal of the iPhone, its biggest moneymaker.

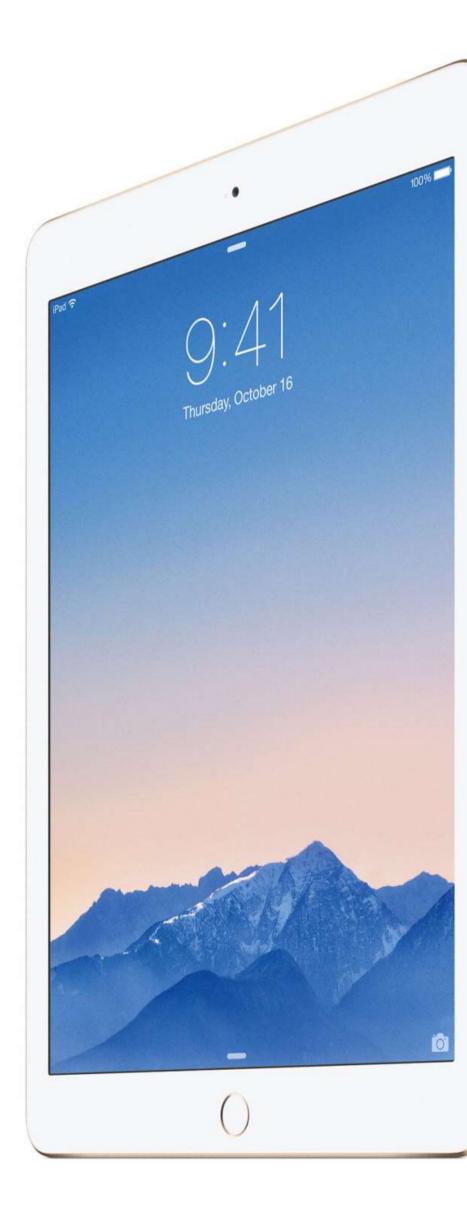
All this makes perfect sense to me, said technology analyst Patrick Moorhead of Moor Insights & Strategy.

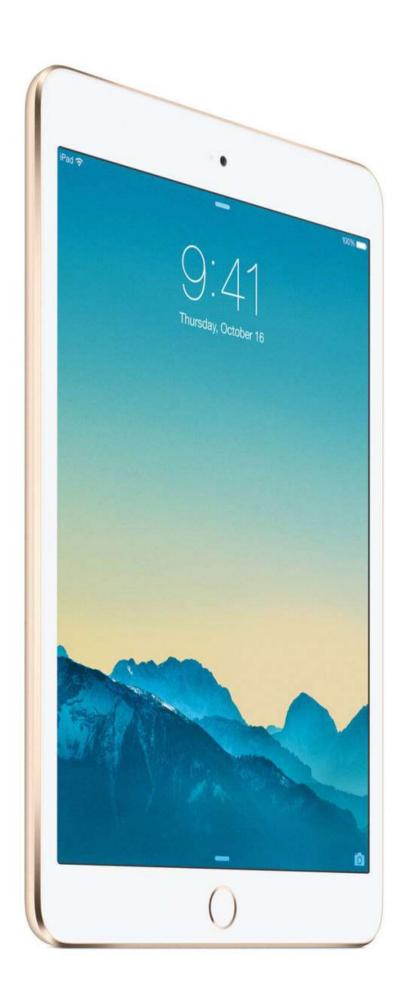
Apple's intensifying focus on business customers has prodded the company to befriend former antagonists.

The notion of Apple and IBM helping each other out once would have seemed inconceivable because they were such bitter rivals in the personal computer market. The animosity ran so high that Apple famously skewered IBM as a soulless company devoid of new ideas in a television commercial that evoked images of novelist George Orwell's Big Brother figure in 1984.

Although Apple's relationship with Cisco never got that nasty, the two companies locked in a legal skirmish over rights to use the terms iPhone and iOS, the software that powers Apple's mobile devices.

Maintaining that it owned the iPhone trademark, Cisco sued Apple shortly after that device was announced in 2007. The companies reached a confidential settlement that allowed both companies to use the name.





Cisco Systems Inc. also calls its own networking software IOS. The San Jose, California, company agreed to license that name to Apple for an undisclosed amount.

Apple isn't the only maker of popular consumer products that's trying to court more business customers. Google, the maker of the Android operating system for mobile devices and Chrome operating system for personal computers, also has been trying to muscle into the same market.

# TOP Free Apps



#### #01 - Happy Wheels

By Jim Bonacci

Category: Games

Requires iOS 6.0 or later. Compatible with iPhone, iPad, and iPod touch. This app is optimized for iPhone 5.



#### #02 - PAC-MAN 256 - Endless Arcade Maze

By BANDAI NAMCO Entertainment Europe

Category: Games

Requires iOS 7.1 or later. Compatible with iPhone, iPad, and iPod touch. This app is optimized for iPhone 5, iPhone 6, and iPhone 6 Plus.



#### #03 – Facebook Messenger

By Facebook, Inc.

Category: Social Networking

Requires iOS 7.0 or later. Compatible with iPhone, iPad, and iPod touch. This app is optimized for iPhone 5, iPhone 6, and iPhone 6 Plus.



#### #04 – Facebook

By Facebook, Inc.

Category: Social Networking

Requires iOS 7.0 or later. Compatible with iPhone, iPad, and iPod touch. This app is optimized for iPhone 5, iPhone 6, and iPhone 6 Plus.



#### #05 – Instagram

By Instagram, Inc.

Category: Photo & Video

Requires iOS 6.0 or later. Compatible with iPhone, iPad, and iPod touch. This app is optimized for iPhone 5, iPhone 6, and iPhone 6 Plus.



#### #06 – YouTube

By Google, Inc.

Category: Photo & Video

Requires iOS 6.0 or later. Compatible with iPhone, iPad, and iPod touch. This app is optimized for iPhone 5.



#### #07 – Snapchat

By Snapchat, Inc.

Category: Photo & Video

Requires iOS 6.0 or later. Compatible with iPhone, iPad, and iPod touch. This app is optimized for iPhone 5.



#### #08 - Layout from Instagram

By Instagram, Inc.

Category: Photo & Video

Requires iOS 7.0 or later. Compatible with iPhone, iPad, and iPod touch. This app is optimized for iPhone 5, iPhone 6, and iPhone 6 Plus.



#### #09 – Pandora Radio

By Pandora Media, Inc.

Category: Music

Requires iOS 6.0 or later. Compatible with iPhone, iPad, and iPod touch. This app is optimized for iPhone 5, iPhone 6, and iPhone 6 Plus.



#### #10 – Google Maps

By Google, Inc.

Category: Navigation

Requires iOS 7.0 or later. Compatible with iPhone, iPad, and iPod touch. This app is optimized for iPhone 5, iPhone 6, and iPhone 6 Plus.





#### #01 – OS X Yosemite



#### #02 – Kindle



**#03 – App for Instagram**By Joacim Ståhl
Category: Social Networking



#### #04 – ooVoo Video Call, Text and Voice



#### #05 – App for Youtube



#### #06 - Microsoft OneNote



#### #07 – App for Facebook



#### #08 – Xcode



#### #09 – Twitter



#### #10 – The Unarchiver

By Dag Agren Category: Utilities





Mac OS X





#### #01 - Minecraft - Pocket Edition

By Mojang

Category: Games / Price: \$6.99

Requires iOS 5.1.1 or later. Compatible with iPhone, iPad, and iPod touch. This app is optimized for iPhone 5.



#### #02 – VHS Camcorder

By Rarevision

Category: Photo & Video / Price: \$3.99

Requires iOS 8.0 or later. Compatible with iPhone, iPad, and iPod touch. This app is optimized for iPhone 5.



#### #03 - Five Nights at Freddys 4

By Scott Cawthon

Category: Games / Price: \$2.99

Requires iOS 5.1.1 or later. Compatible with iPhone, iPad, and iPod touch. This app is optimized for iPhone 5.



#### #04 – Heads Up!

By Warner Bros.

Category: Games / Price: \$0.99

Requires iOS 6.0 or later. Compatible with iPhone, iPad, and iPod touch. This app is optimized for iPhone 5.



#### #05 - Akinator the Genie

By Elokence

Category: Entertainment / Price: \$1.99

Requires iOS 7.0 or later. Compatible with iPhone, iPad, and iPod touch. This app is optimized for iPhone 5.



#### #06 – 7 Minute Workout Challenge

By Fitness Guide Inc

Category: Health & Fitness / Price: \$2.99

Requires iOS 6.0 or later. Compatible with iPhone, iPad, and iPod touch. This app is optimized for iPhone 5.



#### #07 - Plague Inc.

By Ndemic Creations

Category: Games / Price: \$0.99

Requires iOS 4.3 or later. Compatible with iPhone, iPad, and iPod touch. This app is optimized for iPhone 5.



#### #08 - Geometry Dash

By RobTop Games AB

Category: Games / Price: \$1.99

Requires iOS 5.1.1 or later. Compatible with iPhone, iPad, and iPod touch. This app is optimized for iPhone 5.



#### #09 – THE GAME OF LIFE Classic Edition

By Electronic Arts

Category: Games / Price: \$0.99

Requires iOS 5.1.1 or later. Compatible with iPhone, iPad, and iPod touch. This app is optimized for iPhone 5.



#### #10 - Horizon Chase - World Tour

By Aquiris Game Studio

Category: Games / Price: \$2.99

Requires iOS 7.0 or later. Compatible with iPhone, iPad, and iPod touch. This app is optimized for iPhone 5, iPhone 6, and iPhone 6 Plus.



#### #01 – LEGO Star Wars Saga

By Apple
Category: Music / Price: \$4.99
Compatibility: OS X 10.9 or late



#### #02 – GarageBand

By Apple Category: Music / Price: \$4.99 Compatibility: OS X 10.9 or later



#### #03 – Document Writer

By xiong feng Category: Business / Price: \$9.99 Compatibility: OS X 10.7 or later



#### #04 – Acorn 5

By Flying Meat Inc. Category: Graphics & Design / Price: \$24.99 Compatibility: OS X 10.10 or later, 64-bit processor



#### #05 - AntiVirus Sentinel Pro

By Calin Popescu Category: Utilities / Price: \$9.99 Compatibility: OS X 10.7 or later, 64-bit processor



#### #06 - Logic Pro X

By Apple Category: Music / Price: \$199.99 Compatibility: OS X 10.8.4 or later, 64-bit processor



#### #07 – Notability

By Ginger Labs
Category: Productivity / Price: \$5.99
Compatibility: OS X 10.9 or later, 64-bit processor



#### #08 – Disk Doctor

By FIPLAB Ltd Category: Utilities / Price: \$2.99 Compatibility: OS X 10.7.3 or later, 64-bit processor



#### #09 – FaceTime

By Apple Category: Social Networking / Price: \$0.99 Compatibility: OS X 10.6.6 or later



#### #10 – Duplicate Photos Fixer Pro

By Systweak Software Category: Photography / Price: \$0.99 Compatibility: OS X 10.7 or later







# Love & Mercy

The young Beach Boys member Brian Wilson (Paul Dano) is seeing his band score huge successes in the 1960s. Even a panic attack, which results in his resignation from concert touring, does not extinguish his determination to make "the greatest album ever made". However, his mental stability gradually worsens - leading him to come into contact with therapist Dr. Eugene Landy (Paul Giamatti).

#### **FIVE FACTS:**

- **1.** The movie's title is derived from Wilson's self-penned 1988 song "Love and Mercy".
- **2.** The story is told through a parallel narrative focusing on two specific periods of Wilson's life: the 1960s and the 1980s.
- **3.** Paul Dano plays the young Wilson, while John Cusack portrays the middle-aged Wilson of the 1980s.
- 4. The actual Brian Wilson attended the premiere screening at the Toronto International Film Festival in September 2014.
- 5. Wilson has described the biopic as "very factual".



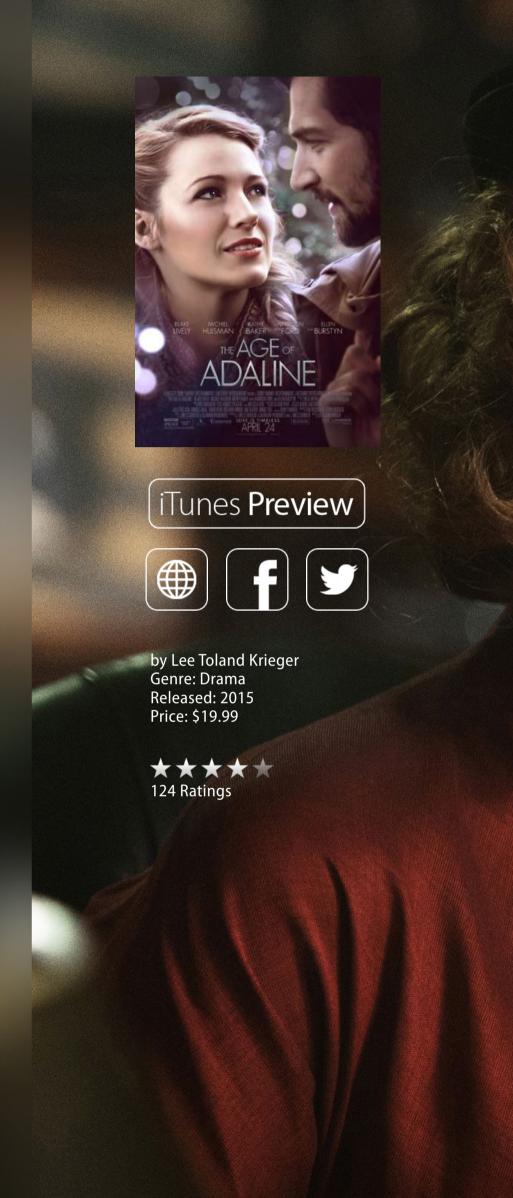


# The Age of Adaline

For nearly eight decades, Adaline Bowman (Blake Lively) hasn't aged beyond 29. She has long been reluctant to get close to anyone who could reveal her peculiar secret, but finds herself in romantic mood after meeting philanthropist Ellis Jones (Michael Huisman). As their relationship becomes more serious and Adaline meets Ellis's parents, she makes a huge, life-changing decision...

#### **FIVE FACTS:**

- **1.** This is the fourth feature-length film directed by Lee Toland Krieger.
- 2. Co-screenwriter J. Mills Goodloe has revealed that Audrey Tautou's character in the heartwarming French romantic movie Amélie inspired the first version of the script written in 2003.
- 3. Natalie Portman turned down the role of Adaline.
- **4.** In a case of impressive attention to detail, the ringtone of Adaline's cellphone is actually that of a vintage telephone.
- 5. The colors and saturation in the scenes set in the 1950s were inspired by two major movies of that decade, Gentlemen Prefer Blondes and How to Marry a Millionaire.



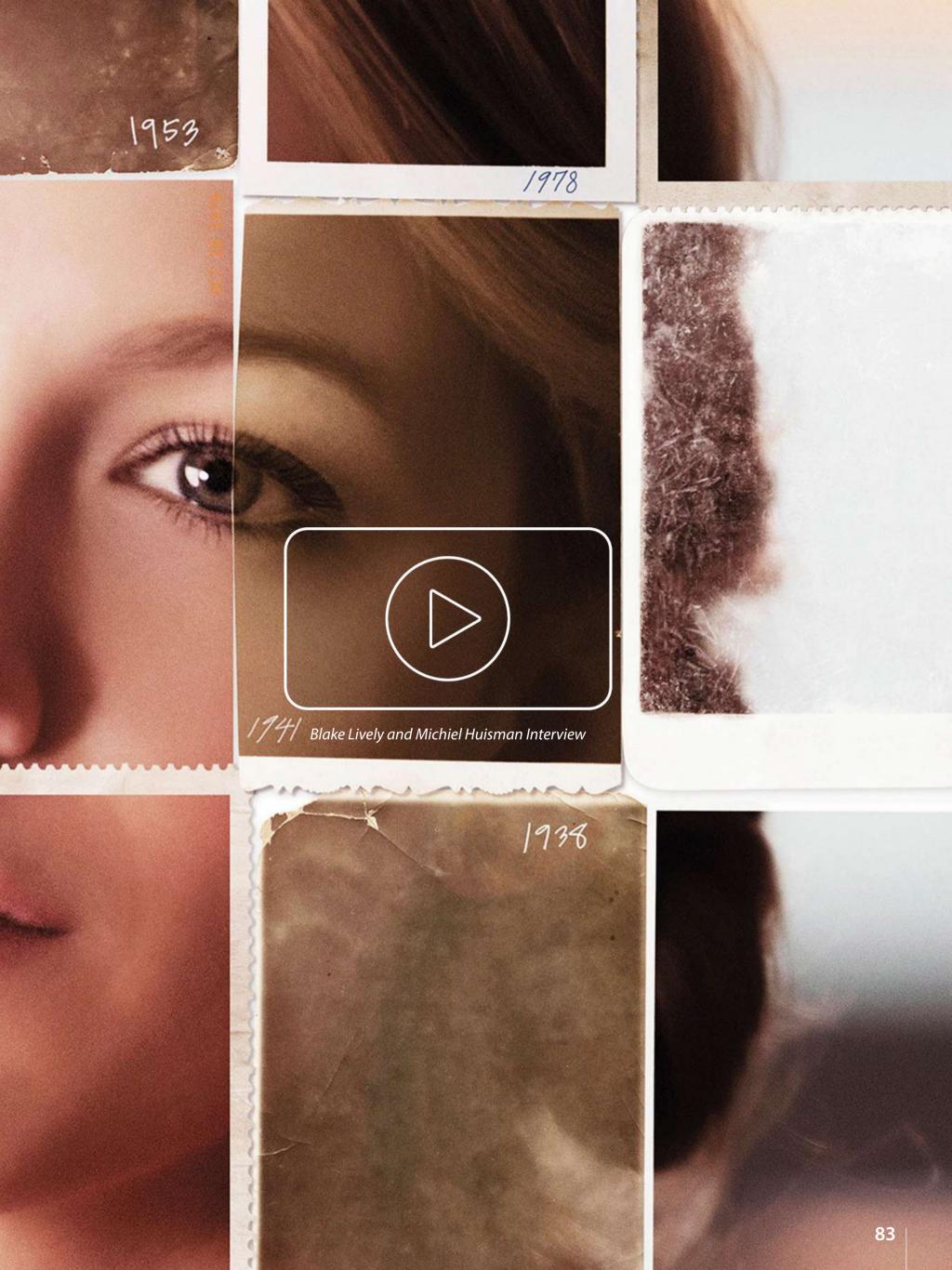
Rotten Tomatoes



54%







# i Tunes Review





### iTunes **Preview**







Genre: Rock/Metal Released: Aug 28, 2015

13 Songs Price: \$9.99





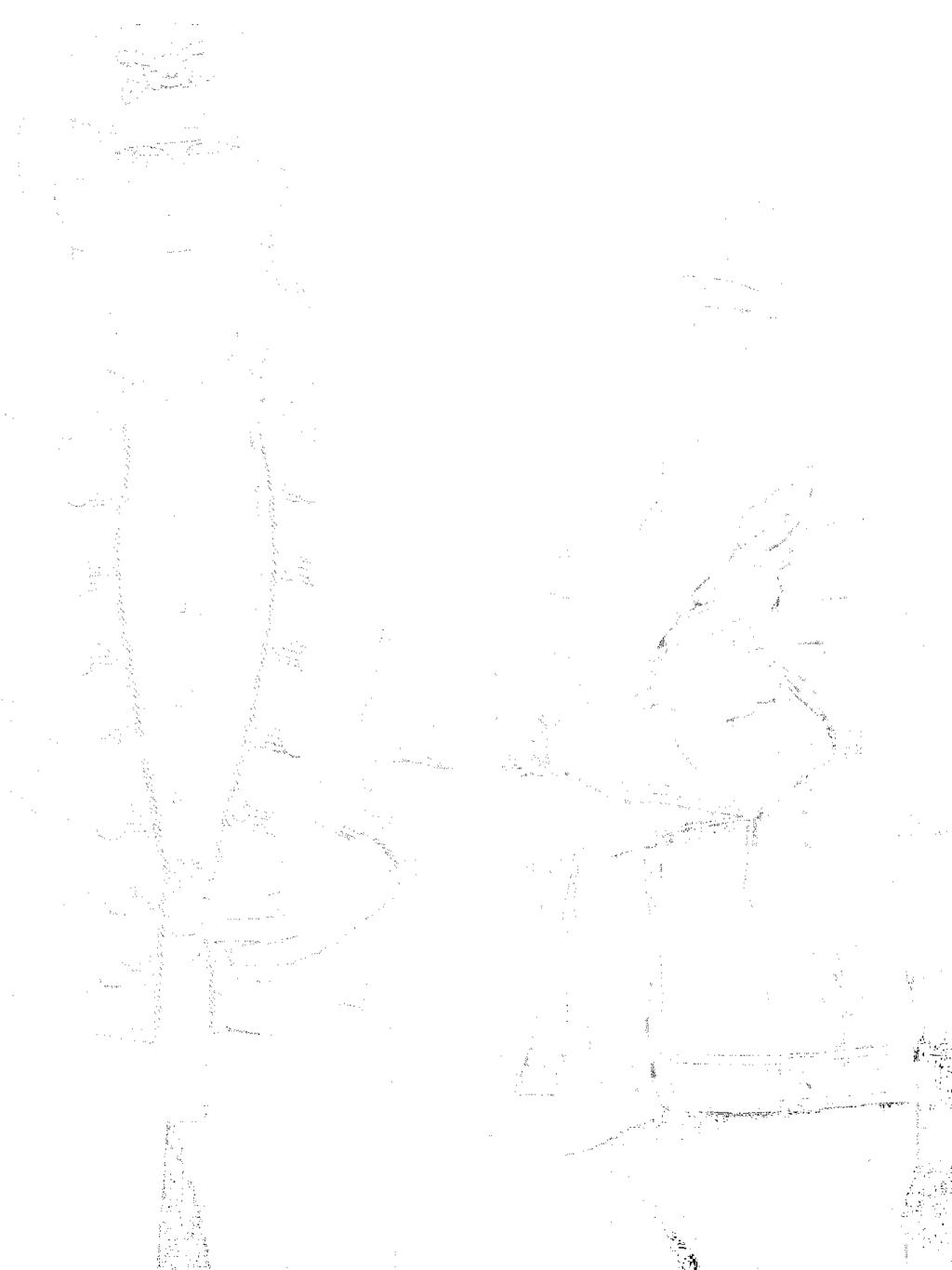
## Bad Magic Motörhead

Motörhead, the legendary English rock band considered hugely influential in the development of heavy metal in the 1970s and 1980s, have put out their 22nd studio album in the year of the band's 40th anniversary. Lead singer Lemmy's vocals and bass guitar remain prominent, and there's even a guitar solo by Queen guitarist Brian May on "The Devil".

#### **FIVE FACTS:**

- 1. Lemmy's real name is lan Fraser Kilmister.
- 2. Lemmy's stage name is a nickname deriving from his early tendency to regularly ask "lend me a fiver?"
- **3.** Lemmy has been Motörhead's only constant member since its formation in 1975.
- **4.** Though Motörhead's music has often been dubbed heavy metal, Lemmy has insisted that it is instead rock and roll.
- **5.** On music channel VH1's list of the 100 Greatest Artists of Hard Rock, compiled in 2000, Motörhead was ranked 26th.





## Start Here Maddie & Tae

The young country music duo Maddie & Tae have already wowed with singles "Girl in a Country Song" and "Fly"; now, fans can enjoy these songs and many new compositions on the debut album, Start Here. It has already attracted a glittering critical reception, so why not - yes - start here for a taste of what could be the future of country music?

#### **FIVE FACTS:**

- **1.** Maddie & Tae are vocalists Madison Marlow and Taylor Dye.
- 2. Maddie has revealed that the pair "like singing in two parts", adding: "Tae and I understand the harmonics so well and each others' styles."
- 3. "Girl in a Country Song" reached the top of Billboard's Country Airplay chart in December 2014.
- **4.** The song is written from the point of view of who Maddie calls the typical "supersmoking-hot girl" in a hit country song.
- **5.** The duo delivered their first television performance of their second single "Fly" **on The Tonight Show Starring Jimmy Fallon in January 2015**.



iTunes Preview



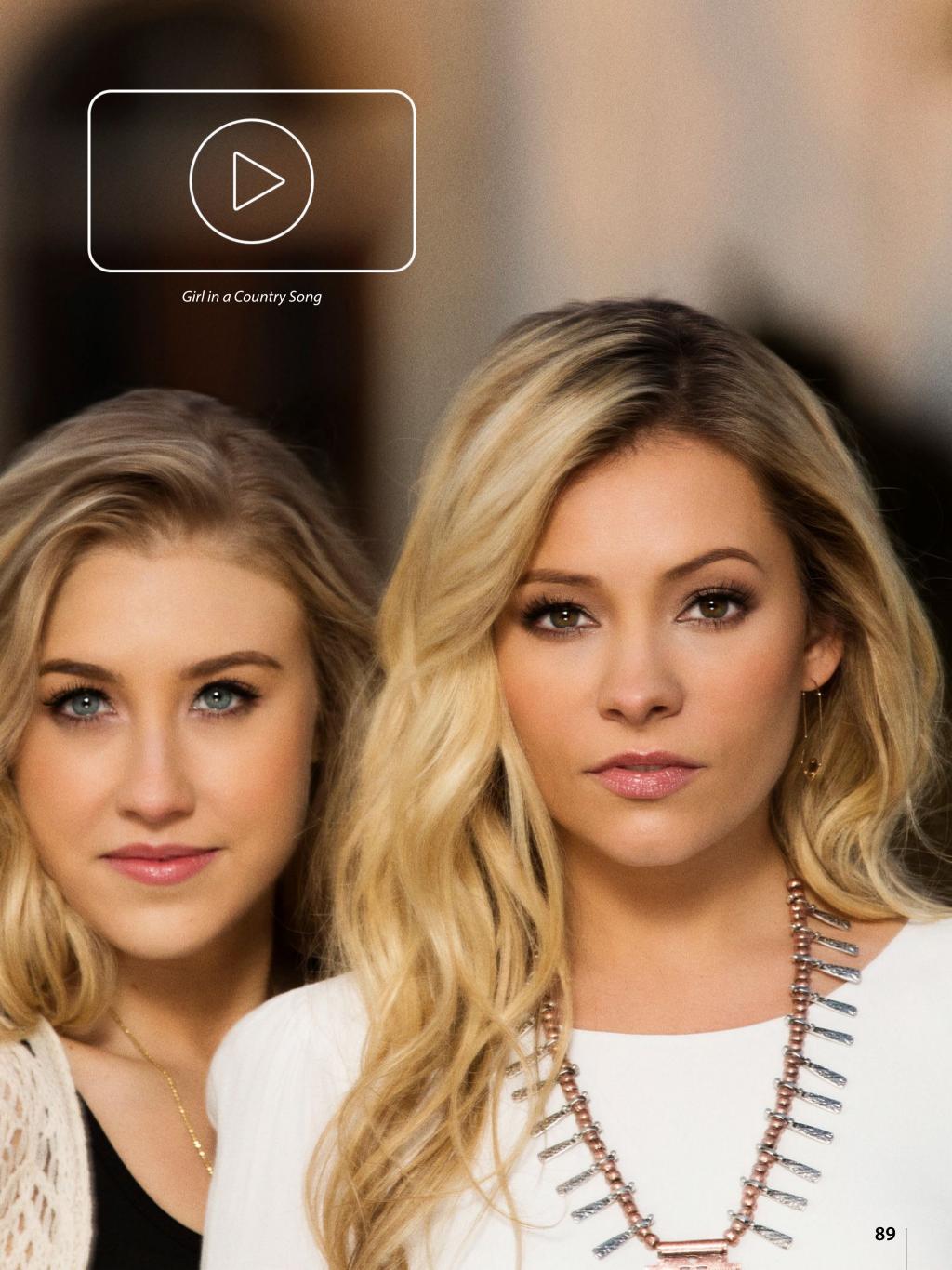




Genre: Country Released: Aug 28, 2015 11 Songs Price: \$9.99











# SAMSUNG UNVEILS CIRCULAR SMARTVVATCH, BUT ARE APPS AVAILABLE?





Samsung is juicing up its smartwatch with a circular face and more battery life than the Apple Watch, but it's unknown how many apps will be available for it.

The limited selection of apps is one of the main challenges facing Samsung's smartwatches.

They have been around for longer than the Apple Watch but haven't generated as much interest or sales.

Samsung's newest, the Gear S2, faces competition not just from Apple but also from a variety of manufacturers using Google's Android Wear software. According to IDC, Apple was the No. 2 maker of wearable devices in the April-June quarter, with a 20 percent worldwide market share, behind the Fitbit and its fitness trackers at 24 percent. Samsung was fifth with 3.3 percent.



So far, outside app developers have focused their efforts instead on the Apple Watch and Android Wear watches. Samsung's watches use their own operating system, Tizen, which means extra work adapting apps for them.

Samsung promised a variety of apps designed for the new watch's circular face, but it didn't provide details. The company said demos of the new apps will come Thursday at the IFA tech show in Berlin.

The Korean electronics company didn't announce a price or release date Monday for the S2.

#### More details:

- CIRCULAR FACE: The S2 is the first Samsung smartwatch with a circular design, and the company says the watch's frame will rotate to help users access apps and notifications. It's not a new shape for smartwatches - Motorola and LG make circular frames, too.









- STYLE: The S2 will come in two styles classic and modern with various colors and bands.
- PHONE REQUIREMENT: Apple Watch requires an iPhone, and the S2 will likely require an Android device from Samsung. Some models will have 3G cellular capabilities that let them do more without the phone nearby. The 3G models will likely cost more and won't include a service plan, which is typically \$5 to \$10 a month in the U.S. when added to a phone plan.
- BATTERY LIFE: The S2 promises two to three days of battery life, compared with Apple Watch's 18 hours.

# SCIENCE





Global warming is carving measurable changes into Alaska, and President Barack Obama is about to see it.

Obama leaves Monday for a three-day visit to the 49th state in which he will speak at a State Department climate change conference and become the first president to visit the Alaska Arctic. There, and in the sub-Arctic part of the state, he will see the damage caused by warming - damage that has been evident to scientists for years.

More than 3.5 trillion tons of water have melted off of Alaska's glaciers since 1959, when Alaska first became a state, studies show - enough to fill more than 1 billion Olympic-sized pools.

The crucial, coast-hugging sea ice that protects villages from storms and makes hunting easier is dwindling in summer and is now absent each year a month longer than it was in the 1970s, other studies find. The Army Corps of Engineers identified 26 villages where erosion linked to sea ice loss threatens the communities' very existence.



Permafrost is thawing more often as the ground warms, so as the ground oozes, roads, pipelines and houses' foundations tilt and shift - sometimes enough to cause homes to be abandoned. In far northern Barrow, the upper part of the ground is 7 degrees warmer than it was in the late 1950s and getting closer to the melt point in the summer, data shows. And scientists fear the thawing permafrost will unleash large amounts of trapped greenhouse gases and speed up worldwide warming.

So far this year, more than 5.1 million acres in Alaska - an area the size of Connecticut and Rhode Island combined - have burned in wildfires. In the first 10 years of statehood, Alaska averaged barely a quarter million acres of wildfires yearly. The last 10 years have averaged 1.2 million acres.

The state is changing and changing rapidly, said Fran Ulmer, chairwoman of the U.S. Arctic Research Commission and Alaska's former lieutenant governor.



And scientists say those things are happening - at least partly and probably mostly - because of another thing they can measure Alaska's temperature. Alaska's yearly average temperature has jumped 3.3 degrees since 1959 and the winter average has spiked 5 degrees since statehood, according to federal records. Last year was the hottest on record and so far this year Alaska is a full degree warmer than last year.

Alaska is sort of a bellwether, said John Walsh, chief scientist of the International Arctic Research Center at the University of Alaska Fairbanks. The changes are definitely happening and we're out in front of the rest of the country.

And what happens in Alaska isn't staying in Alaska, because weather changes in the Arctic trigger changes in the jet stream and reverberate down south, including the dreaded polar vortex escape that has brought sub-freezing temperatures to great expanses of North American in recent winters, said Martin Jeffries, an Arctic scientist for the U.S. Office of Naval Research.

Warming's effects seem to be speeding up. From 1959 to 1993, Alaska's glaciers lost 57 billion tons of ice a year, but that jumped to almost 83 billion tons a year since 1994, according to Anthony Arendt, who co-authored a study on the subject this July.

And while there may be many factors involved in glacier melt, all but about five of Alaska's 25,000 glaciers are shrinking, said University of Alaska Fairbanks glacier expert Regine Hock. She's adamant That's related to climate change.

On the ocean, sea ice in the Arctic in the summer has shrunk by about one-third over





three decades, leading to a loss of habitat for walrus and a threatened species listing for polar bears and their main prey, ringed seals. But in Alaska, what really hits hard is the loss of sea ice that's connected to the coast. That's the ice that protects villages from the worst of storms and allows both people and animals to hunt more at sea. But that type of ice is disappearing two weeks earlier in the summer and returns two weeks later when compared to the 1970s, geophysicist Andy Mahoney at the University of Alaska Fairbanks.

Meanwhile, Alaska's wildfires are more frequent, they're hotter and they're more severe, said Glenn Juday, a professor emeritus of forest ecology at the University of Alaska Fairbanks.









Rapid and sustained warming has led to new patterns of insect outbreaks and new pest species affecting trees, he said. One of the chief problems is the spruce bark beetle, which thrive under warmer conditions. By 2006, aerial surveys had found spruce bark beetles had killed mature white spruce trees on 4.4 million acres following mild winters and hot summers. The acreage has increased since then, though not dramatically.

Wildlife has changed, too. George Divoky and others have been tracking how early the black guillemot bird lays its first egg on far north Cooper Islands. In the 1970s they used to lay their eggs around June 25. The last five years, the average has been June 15 and this year it was June 8.

The U.S. Geological Survey has found a host of other animals changing their habits with warmer weather, including pink salmon, trumpeter swans, and caribou. It's a problem because sometimes the plants and animals don't quite match up - caribou, for example, born before the plants they eat, according to the USGS.

The record warmth this spring has turned the state into a melting pot, almost literally, said Jake Weltzin, who runs the USGS program tracking changes in plant and animal timing. It's an enormous experiment.

#### Online

Study on melting Alaska glaciers
Study on wildland fires in Alaska
U.S. Geological Survey on timing changes of animals, plants





CAN'T FEEL MY FACE

THE WEEKND

LOCKED AWAY (FEAT. ADAM LEVINE)

R. CITY

WATCH ME (WHIP / NAE NAE)

SILENTO

**DRAG ME DOWN** 

ONE DIRECTION

**FIGHT SONG** 

RACHEL PLATTEN

MARVIN GAYE (FEAT. MEGHAN TRAINOR)

CHARLIE PUTH

CHEERLEADER

(FELIX JAEHN REMIX RADIO EDIT)

Омі

**STITCHES** 

SHAWN MENDES

LEAN ON (FEAT. MØ & DJ SNAKE)

Major Lazer

**SMOKE BREAK** 

CARRIE UNDERWOOD





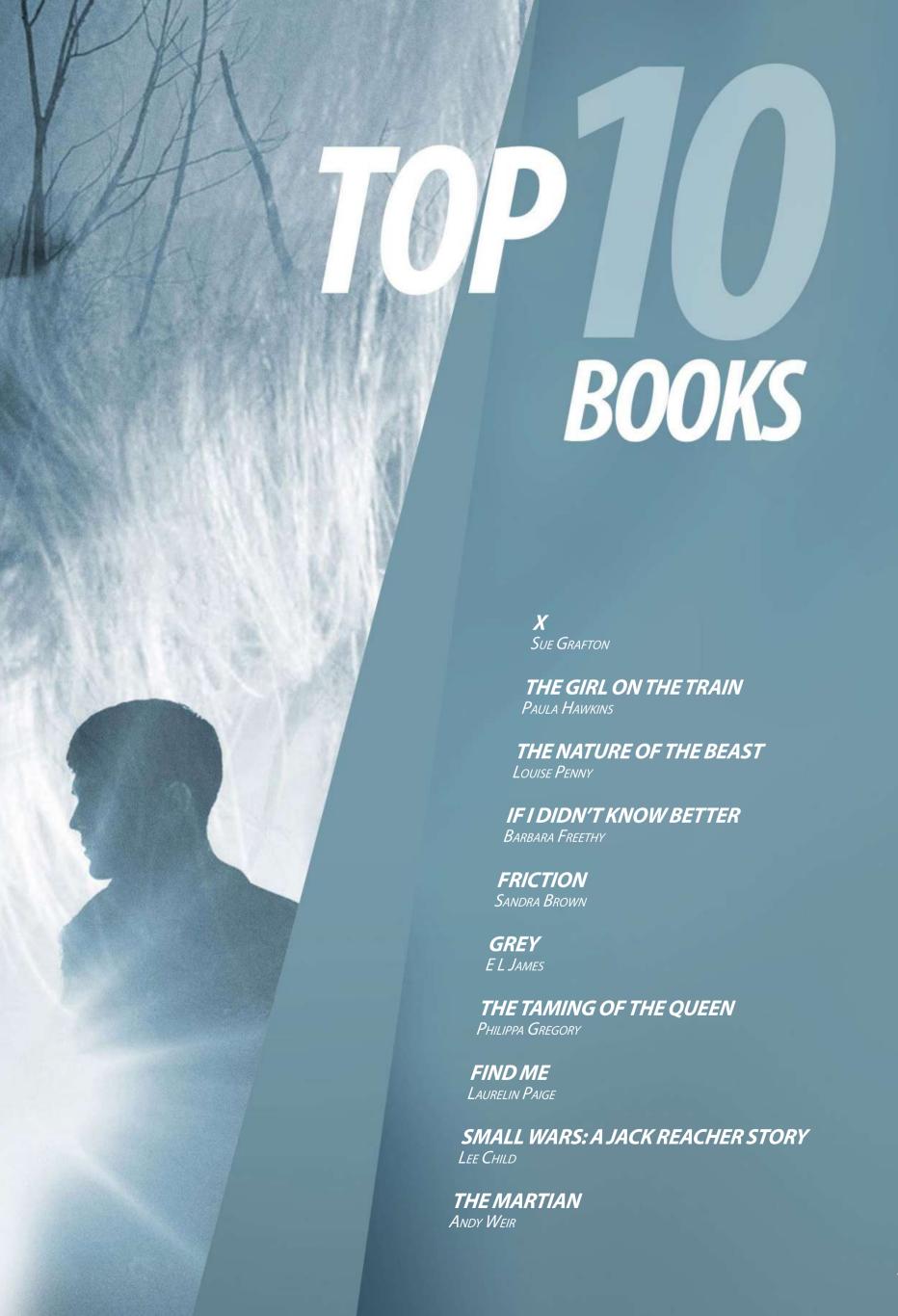
















### GOOGLE TRIES TO WOO iPHONE OWNERS WITH ANDROID WATCH APP

Google is introducing an application that will connect Android smartwatches with Apple's iPhone, escalating the rivals' battle to strap their technology on people's wrists.

The move thrusts Google on to Apple's turf in an attempt to boost the lackluster sales of watches running on its Android Wear software. The program uniting the devices running on different operating systems is being released Monday in Apple's app store.

Until now, Android watches only worked with smartphones powered by Android software, just as the Apple Watch is designed to be tethered exclusively to the iPhone.





Google's new app, though, will enable the latest Android watches to link with the iPhone so people can quickly glance at their wrists for directions, fitness information and notifications about events, emails and Facebook updates.

The devices still won't be able to be tied together in a way that will allow the Android watches to communicate with all the other apps that a user might have installed on the iPhone.

That roadblock is likely to discourage many iPhone owners from defecting from Apple to buy an Android watch unless Google eventually finds a way to overcome the obstacle, said IDC analyst Ramon Llamas.

For now, the Android watches are most likely to appeal to iPhone owners reluctant to spend a lot of money on a device that remains more of a novelty than an essential gadget.

Google expects the prices of Android watches compatible with the iPhone to range from \$100 to \$400. Apple, which has a long history of demanding premium prices for its products, sells most of its watches for \$350 to \$1,000, though its luxury models cost more than \$10,000.

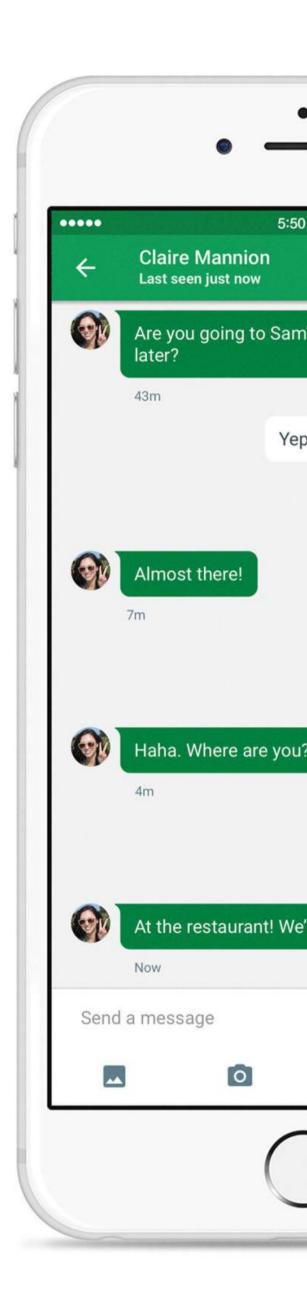
Android watches aren't going to be bought by "the fan boys and fan girls that have to have absolutely everything with an Apple logo on it," Llamas said. "We are talking about going after people who are open to other possibilities with what they can do with their devices."

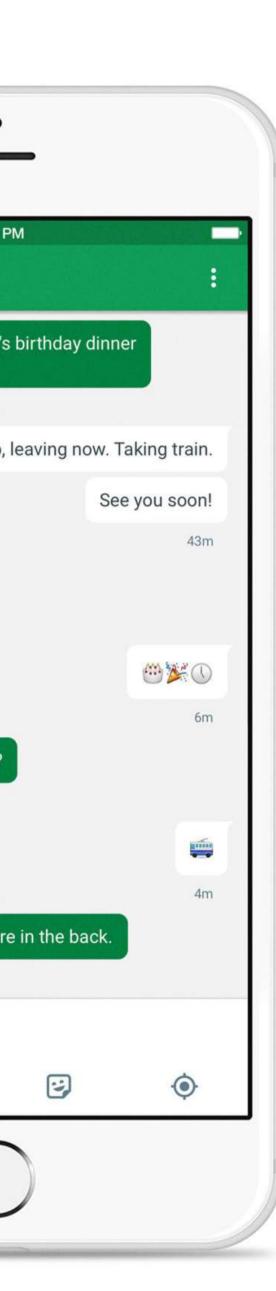
Although Apple was a late entrant into the smartwatch market, the company quickly surged to the front of the pack after its April release.

About 4 million Apple Watches were sold during the three months ended in June to command three-fourths of the worldwide smartwatch market, based on estimates from the research firm Strategy Analytics. The combined sales of Android watches made by various device makers during the same period totaled 600,000 units for an 11 percent market share. Samsung watches running on Tizen software grabbed most of the rest of the market with a 7.5 percent share.

Google is hoping the next wave of Android Wear watches will help to shift the tide in its favor. The upcoming Android watches that will work with the iPhone include the Asus ZenWatch 2 and the Huawei Watch. LG Electronics already makes an Android Watch, the \$300 Urbane, that's compatible with the iPhone. Working with the new app, the Android smartwatches will be compatible with iPhones dating back to the 5, as long as their operating systems have been updated to at least iOS 8.2.

"This is a shrewd move by Google to expand its potential market," Llamas said. "There is only so much space available on each wrist."







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